

Notice of References Cited	Application/Control No. 10/608,895		Applicant(s)/Patent Under Reexamination WITTING, THOMAS	
	Examiner NADJA CHONG CRUZ		Art Unit 3623	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2002/0035568 A1	03-2002	Benthin et al.	707/10
*	B	US-2003/0009369 A1	01-2003	Gorenstein, Alan K.	705/10
*	C	US-2003/0220773 A1	11-2003	Haas et al.	705/10
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)			
	U	DeSarbo et al., CRISP: Customer Response Based Iterative Segmentation Procedures for Response Modeling in Direct Marketing, Journal of Direct Marketing, Vol. 8, Summer 1994.			
	V	Suh et al., Customer list segmentation using the combined response model, Expert Systems with Applications, Vol., 17, 1999.			
	W	Apte et al., Segmentation-Based Modeling for Advanced Targeted Marketing, ACM 2001.			
	X	Peltier et al., The Use of Need-Based Segmentation for Developing Segment-Specific Direct Marketing Strategies, Journal of Direct Marketing, Vol., 11, Fall 1997.			

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.